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IN THE CLAIMS:

1. (Currently Amended) A method for recommending one or more available items to a user, comprising the steps of:

generating a user recommendation score for at least one of said available items that reflects a history of selecting said one or more items by said user;

obtaining at least one third party recommendation for at least one of said available items that reflects a history of selecting said one or more items by at least one third party; ~~and~~

generating a third party recommendation score for said at least one of said available items based on said third party recommendation; and

calculating an adjusted recommendation score for said user, wherein said user recommendation score is adjusted based on said third party recommendation score.

2. (Canceled)

3. (Currently Amended) The method of ~~claim 2~~ claim 1, wherein said generating a third party recommendation score step further comprises the step of averaging a plurality of third party recommendation scores for said at least one of said available items.

4. (Original) The method of claim 1, wherein said obtaining step further comprises the step of receiving said third party recommendation score from a remote recommender.

5. (Original) The method of claim 4, wherein said received third party recommendation includes an indication of whether said corresponding recommended item was selected by said third party.

6. (Original) The method of claim 1, wherein said one or more items are programs.

7. (Original) The method of claim 1, wherein said one or more items are content.

8. (Original) The method of claim 1, wherein said one or more items are products.

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9. (Original) The method of claim 1, wherein said third party is a selected individual.

10. (Currently Amended) A system for recommending one or more available items to a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:
generate a user recommendation score for at least one of said available items that reflects a history of selecting said one or more items by said user;

obtain at least one third party recommendation for at least one of said available items that reflects a history of selecting said one or more items by at least one third party; and

generate a third party recommendation score for said at least one of said available items based on said third party recommendation; and

calculate an adjusted recommendation score for said user, wherein said user recommendation score is adjusted based on said third party recommendation score.

11. (Canceled)

12. (Currently Amended) The system of claim 11 claim 10, wherein said processor is further configured to average a plurality of third party recommendation scores for said at least one of said available items

13. (Original) The system of claim 10, wherein said system receives said third party recommendation score from a remote recommender.

14. (Original) The system of claim 13, wherein said received third party recommendation includes an indication of whether said corresponding recommended item was selected by said third party.

15. (Original) The system of claim 10, wherein said one or more items are programs.

16. (Original) The system of claim 10, wherein said one or more items are content.

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17. (Original) The system of claim 10, wherein said one or more items are products.

18. (Original) The system of claim 10, wherein said third party is a selected individual.

19. (Currently Amended) An article of manufacture for recommending one or more available items to a user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to generate a user recommendation score for at least one of said available items that reflects a history of selecting said one or more items by said user;

a step to obtain at least one third party recommendation for at least one of said available items that reflects a history of selecting said one or more items by at least one third party;—and

a step to generate a third party recommendation score for said at least one of said available items based on said third party recommendation; and

a step to calculate an adjusted recommendation score for said user, wherein said user recommendation score is adjusted based on said third party recommendation score.

20. (Canceled)

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